



With the contribution of the LIFE financial instrument of the European Community

REBus CELEBRATION OF RESOURCE EFFICIENT BUSINESS MODELS

21ST NOVEMBER 2016 - 1VS, LONDON

Join REBus, EU Life+ funded project, at an event celebrating resource efficient business models. Our experts have been working with industry to develop, pilot and champion resource efficient business models which embrace the opportunities presented by the circular economy.

Register at rebuscelebrationsconference2016.eventbrite.co.uk

WHY ATTEND?

- Hear from leading industry figures about their direct experience of developing resource efficient business models across a wide range of industry sectors
- Understand the range of resource efficient business models and current best practice
- Attend a meet the expert clinic to understand how to apply this thinking to your own business
- Network with like-minded industry pioneers

WHO SHOULD ATTEND?

- Business and industry figures from any sector seeking to adopt resource efficient business models
- Different business functions (marketing, operations, finance, etc)

MEET THE REBUS EXPERT

- Ask the Resource Efficient Business Models (REBMs) expert - WRAP experts answer your business's questions about the process of designing and implementing REBMs for businesses supplying products and services.
- Systems thinking workshop – KTN's Design and Innovation Manager and Schmidt-MacArthur fellow Barry Waddilove will be using KTN's Circular Economy Systems Innovation tool to take an in-depth look at your business in a systems context and identify circular economy opportunities.
- Ask the circular procurement experts – RWS experts answer your questions about circular procurement

REBus PROJECT PARTNERS

CONFERENCE SUPPORTERS



10:00 Arrival and registration

10:30 Chair's introduction
Dr Catherine Joce – Manager Circular Economy, Knowledge Transfer Network

10:35 Resource Efficient Business Models
Steve Creed – Director Business Programmes, WRAP

11:00 Professor Walter Stahel – Founder-Director of the Product-Life Institute Geneva

11:30 Behaviour change en masse: how to crack business model innovation in B2C markets
Many classic examples of successful resource efficient business models such as “Pay Per Lux” from Philips, “Power by the Hour” from Rolls Royce and Xerox’s service models for photocopiers stem from the B2B space. How can these successes be repeated in the B2C space - where the customer base is more diverse and potentially less incentivised to invest in long-term relationships with one supplier? Which sectors have identified B2C opportunities and what does the value proposition look like?
Session Chair: Greg Lucas – Technical Specialist, WRAP
Speakers: Alexandra Florea – Marks & Spencers
Michelle Keam – IKEA UK & IE
Andrew Wordsworth – Managing Director, Sustainable Venture Development Partners and Co-Founder E-Car Club

12:45 Networking Lunch

14:00 Cooperative partnerships: developing new business models that deliver mutual value
The systems change needed to deliver a circular economy is unlikely to be effected by any single organisation. Rather, successful resource efficient business models are often built on deep, complimentary collaborative relationships. Effective partnerships will present case studies of how they developed solutions which delivered mutual value and the challenges encountered by such deep cooperation.
Session Chair: Professor Margaret Bates – University of Northampton
Speakers: Ann Beavis – Premier Sustain
Gareth Banks – Orangebox
Jeremy Palmer – Philips Lighting
Michael McLeod – UniGreenScheme

15:15 Circular procurement: the role of procurement in stimulating demand for new business models
Creation of market pull is essential to stimulate the development of new resource efficient business models. Procurement of solutions – rather than products – allows the development of services to solve challenges and meet needs or organisations in radically different ways, delivering significant cost and environmental benefits. This session will explore the role of procurement in driving development and uptake of resource efficient business models.
Session Chair: Joan Prummel – RWS – Circular Procurement Facilitator, Rijkswaterstaat Environment
Speakers: Sabine van der Leij – Rijkswaterstaat Environment
May Al-Karooni – Globechain
Hanneke op den Brouw – Rijkswaterstaat Environment

16:15 Coffee Break

16:45 Taking a leap of faith:
how to transition to a new business model without disrupting a good business
Incumbent businesses with traditional business models face numerous challenges implementing circular approaches: communicating changes to customers, assessing the financial implications, getting to grips with relevant regulations and managing the change process. This session will explore some of the practical details companies must manage during the transition to resource efficient business models.
Session Chair: Dr Steve Wallace – Director, Aldersgate Group
Speakers: Martin Hunt – Forum for the Future
Tom Youle – REBus
Donald Shepherd – Beko

17:45 Chair's closing report
Dr Catherine Joce – Manager Circular Economy, Knowledge Transfer Network

18:00 Drinks reception